



Press release
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Doro Care Electronics boosts its successful investment in mobile phones for senior citizens

Doro's rapidly expanding Care Electronics business unit is continuing to widen. The latest addition to the product portfolio is the user-friendly Doro HandleEasy 328gsm and 330gsm. The market for simple mobile phones adapted to a more senior target group is continuing to grow as consumers discover that there are phones available that aren't difficult to use.

Doro's Care Electronics business unit is continuing to expand while focusing on products for a more senior target group. Care Electronics doubled its sales in 2007 to SEK51 million, a volume rise of 73 percent. Doro is now launching a further two mobile phones for the elderly. The difference between the successful predecessors, the HandlePlus 324gsm and the HandleEasy 326gsm, is that the HandleEasy 330gsm is equipped with a TEXT function and an FM radio. The Doro HandleEasy 328gsm provides the user with a clearer display, TEXT-receiving function and a directory with room for 100 names and numbers.

"The breakthrough seen by our user-friendly mobile phones shows that there's a strong demand. The success of our simple mobile phones confirms that senior citizens appreciate our products that simplify their everyday lives, but also provide peace of mind by ensuring they are always contactable in the event of something happening," says Jérôme Arnaud Doro's CEO.

The HandleEasy 330gsm is a user-friendly mobile phone designed for the needs of senior citizens. The ability to simply send and receive TEXT messages is in demand. This is also true of large buttons and a colour display with high contrast, which makes it easy to key in and see telephone numbers and words when sending TEXT messages. The mobile phone is also equipped with an FM radio, torch, vibration for incoming calls and a handy speakerphone function.

The Doro HandleEasy 328gsm is an upgrade of the successful Doro HandleEasy 326gsm. The new phone has a directory with room for up to 100 names and numbers, the ability to send and receive TEXT messages and an even clearer display.

The Doro HandleEasy 328gsm is available in black or white, the Doro HandleEasy 330gsm in black lava and pearl white. Both will be available from telecoms and electronics stores throughout the country from mid-June and will cost around SEK 1,300 and SEK 1,500 respectively.

To download high-resolution images click [here](#) or go to: www.doro.se.

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About Doro

With over 30 years' experience in telephony Doro is today characterised by innovative and user-friendly consumer electronics products. The company develops markets and sells a wide range of products in three business units: Home Electronics, Business Electronics and Care Electronics. The company's products are sold in more than 30 countries worldwide through a variety of retail outlets, including electronics stores, online stores and specialized channels. The company had sales of SEK 346 million in 2007. Doro's shares are quoted on the Stockholm Stock Exchange, Nordic list, Small companies. Read more about Doro at www.doro.com.

Mobile news from Doro Care Electronics

Doro HandleEasy 330gsm

- Send and receive TEXT messages
- Easy-to-read colour display
- Large, clear buttons
- Emergency calls by the simple press of a button
- Integrated torch and FM radio
- Vibrating ringer and speakerphone function



Doro HandleEasy 328gsm

- Easy-to-read display and large buttons
- Stores up to 100 names and numbers
- 4 programmable memory buttons
- Receive TEXT messages
- "Soft touch" buttons and handset for comfortable grip



Other mobile phones from Doro Care Electronics

Doro HandleEasy 326gsm

- Easy-to-read, backlit display
- User-friendly, large, clear buttons
- Integrated speakerphone and vibrating ringer
- Adjustable volume control and sound amplification for people hard of hearing
- Directory with room for 50 contact details



Doro HandlePlus 324gsm

- Extremely easy to use mobile phone specially designed for people with physical disabilities
- Only seven buttons, of which five pre-programmable memory buttons
- Integrated speakerphone
- Vibrating ringer

